



PROJECT ON UNICORN COMPANIES

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A black and white photograph of a city skyline at night, featuring several tall skyscrapers and a bridge over a body of water. The lights from the buildings and bridge are reflected in the water. A large, semi-transparent rectangular box with a thin orange border is centered over the image, containing the text '01 CASE STUDY'.

01

CASE STUDY

CASE STUDY

- This case study consists of 1 Data Set.
 - This Data Set contains more than 1000 Unicorn companies where information of it's Valuation, Date Joined (as Unicorn), Type Industry, Location, Date Founded, Fundings and Investors is available.
-



O2

OBJECTIVES

Objectives

Analyse the data and find an Industry for a new startup.

- Identify high growth industries
 - Focus on Regions with high investor trends
 - Attract Investors based on Industry trends
-



PROBLEM STATEMENTS

Problem Statements

1. Find the industries which are in trend from the last 10 years (Industries with High ROI)?
 2. Find the industries which have got the maximum amount of fundings?
 3. Find out if there are any emerging industries with relatively few unicorns but showing high ROI?
 4. Which industries have seen funding growth over the years?
 5. Which industries have the highest average ROI for investors?
 6. Find out the most active investors?
 7. Find out which country has produced the most unicorns in the last 10 yrs (and find out the factors for each country for being the most popular)
 8. Find the top 5 industries in the top 3 countries?
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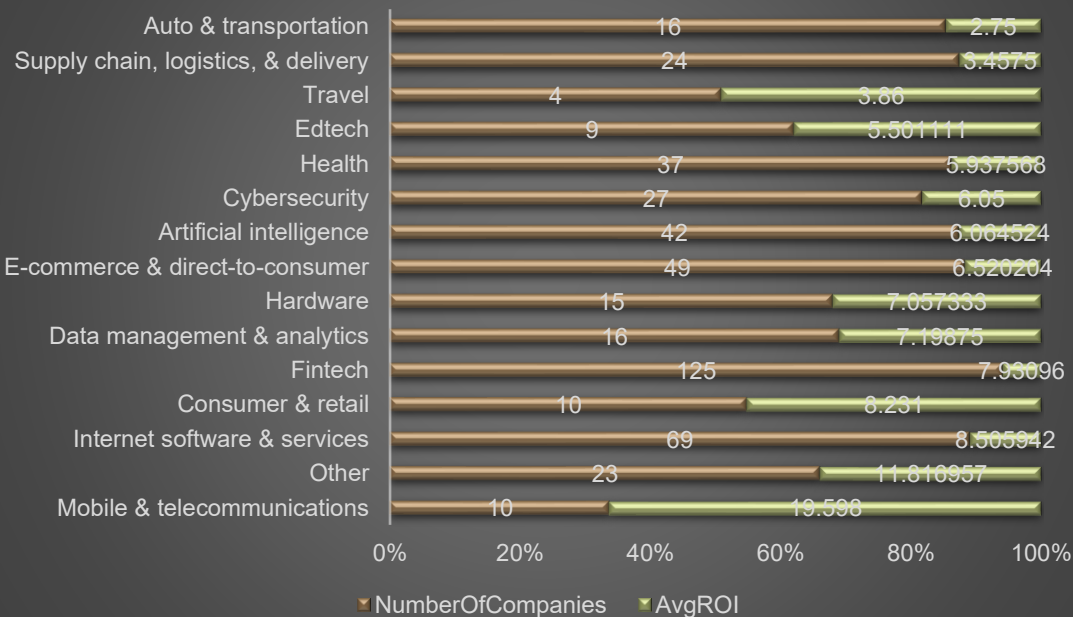
A person is visible in the background, looking over a railing. The background is a dark, textured surface with a grid pattern, possibly a ceiling or a wall. The overall tone is dark and moody.

O4

FINDINGS &
INSIGHTS

Industries with High ROI in last 10 years

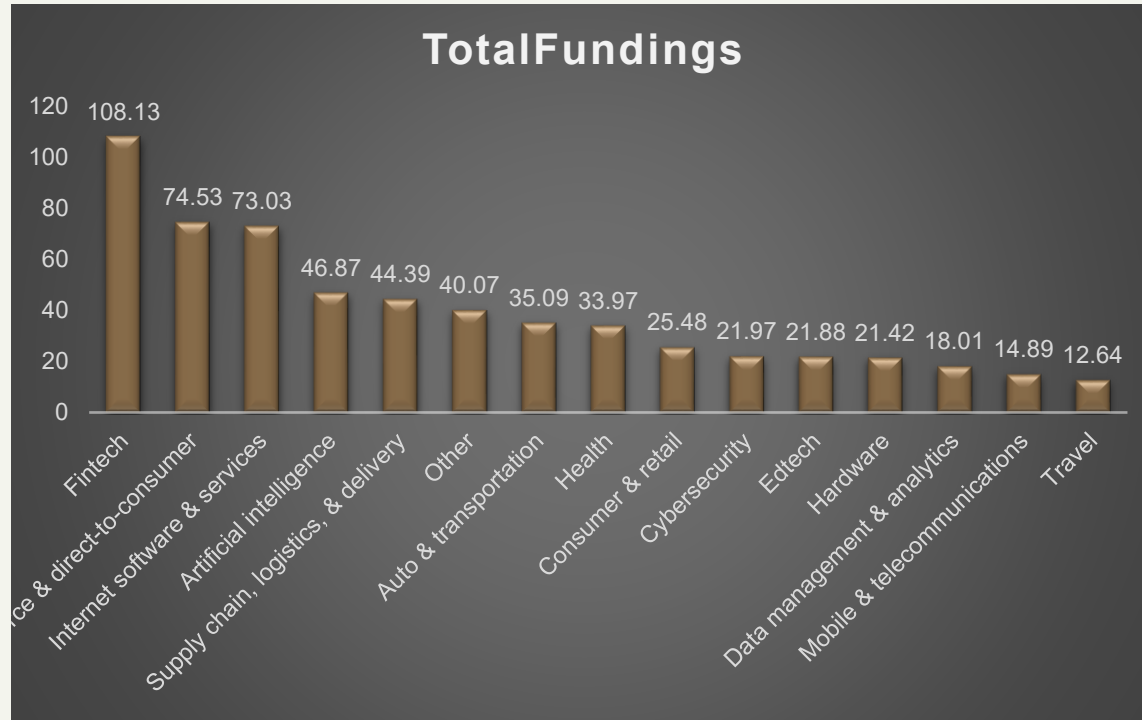
Industries with their Avg ROI



```
select Industry, count(Company) as NumberOfCompanies,
        avg(ROI) as AvgROI
from unicorn
WHERE year_founded >= DATE_SUB(CURDATE(), INTERVAL 10 YEAR)
group by industry
order by AvgROI desc;
```

- **Mobile & Telecommunications** has the **highest average ROI at 19.59**, despite having only 10 companies, indicating high profitability with a smaller number of startups.
- **Internet Software & Services, Others** and **Fintech** industries show a strong ROI of 8.5, 11.8 and 7.9 respectively, suggesting that these sectors provide solid returns, with **Fintech** having the highest number of companies (125), making it a dominant field in terms of startup volume.

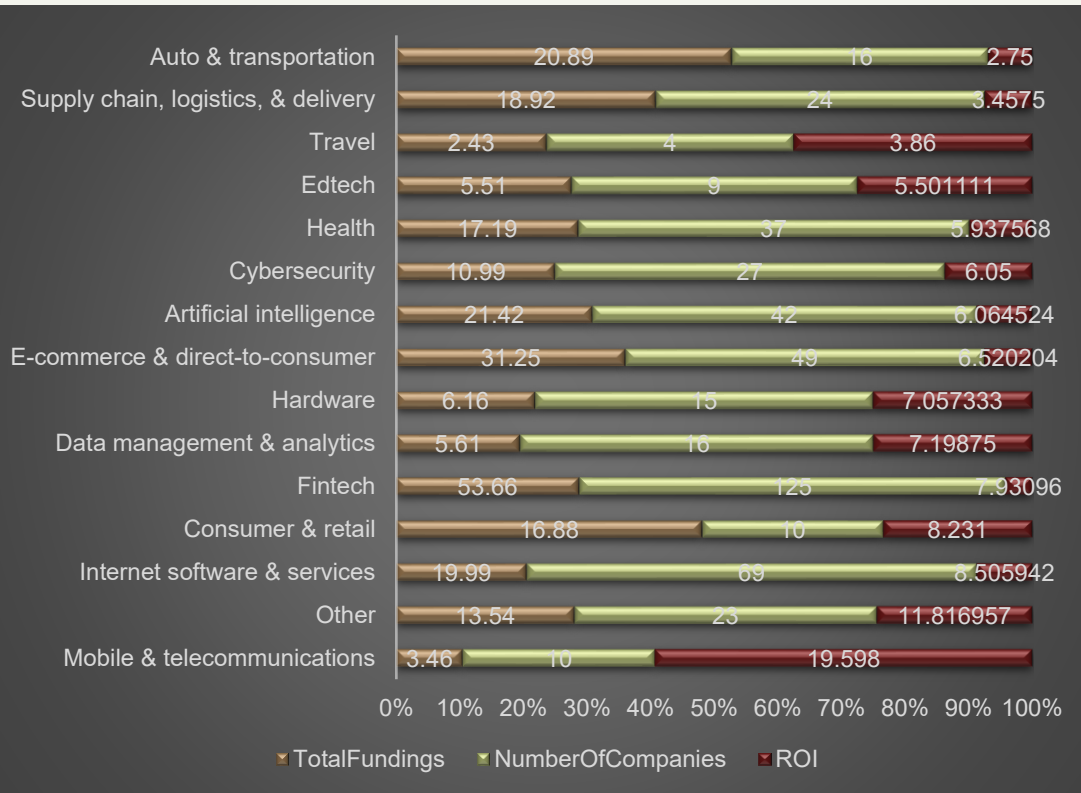
Industries and their Total Fundings



```
select industry, sum(Funding_InBillion) as TotalFundings
from unicorn
group by industry
order by TotalFundings desc;
```

- **Fintech** dominates the chart with the highest total funding of **\$108.13 billion**, showing significant investor confidence in this sector, likely due to its strong growth and high demand for financial innovation.
- **E-commerce & Direct-to-Consumer** and **Internet Software & Services** follow with fundings of **\$74.53 billion** and **\$73.03 billion**, indicating that digital services and consumer-based industries continue to attract substantial investment, likely driven by the ongoing digital transformation.

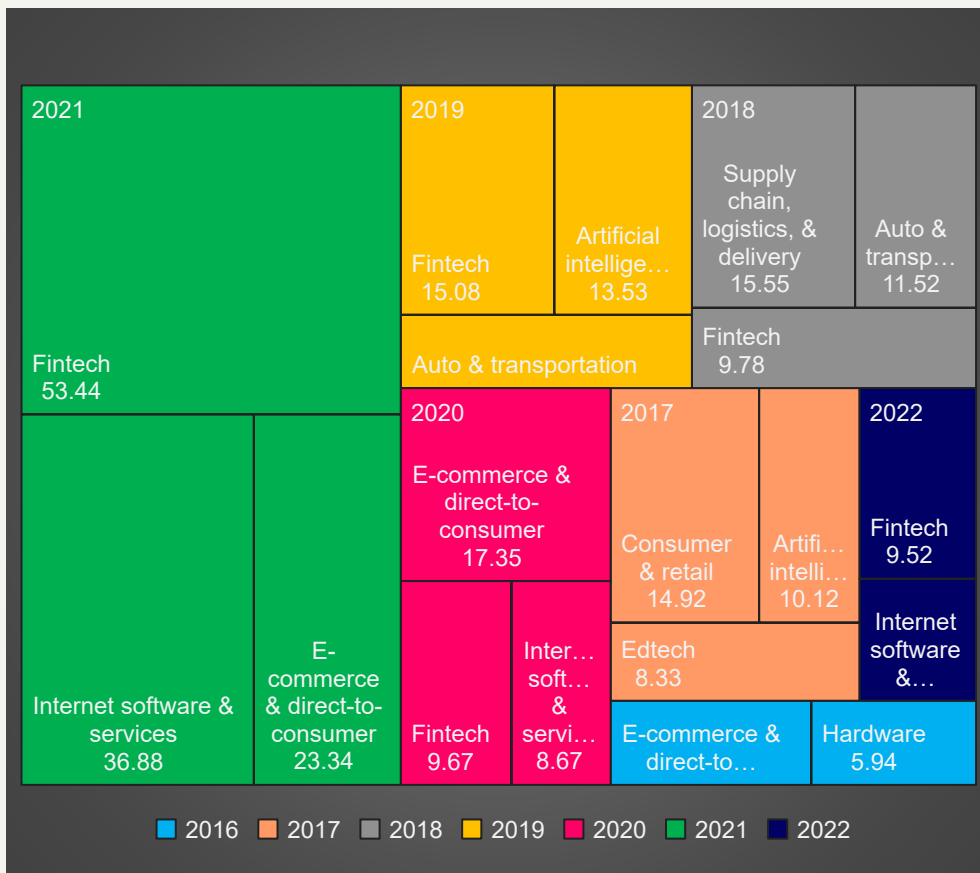
Industries with the Number of Unicorns with their ROI



```
select Industry, sum(Funding_InBillion) as TotalFundings,
       count(company) as NumberOfCompanies, avg(ROI) as ROI
from unicorn
WHERE Year_Founded >= DATE_SUB(CURDATE(), INTERVAL 10 YEAR)
group by Industry
order by ROI Desc;
```

- **Mobile & Telecommunications** stands out with the highest ROI of **19.598**, despite receiving relatively low total funding of **\$3.46 billion** and having only **10 companies**. This suggests that the industry is delivering high returns even with limited investment.
- **Fintech** has the highest **Total Fundings** at **\$53.66 billion** and also has the most companies (**125**), but its ROI is lower compared to industries like **Mobile & Telecommunications** and **Other**, suggesting that despite attracting large investments, its returns are more moderate.
- The **Other** category shows a high ROI of **11.816957** with moderate funding of **\$13.54 billion**, indicating that less traditional or niche sectors may offer strong returns with relatively fewer companies (**23**).

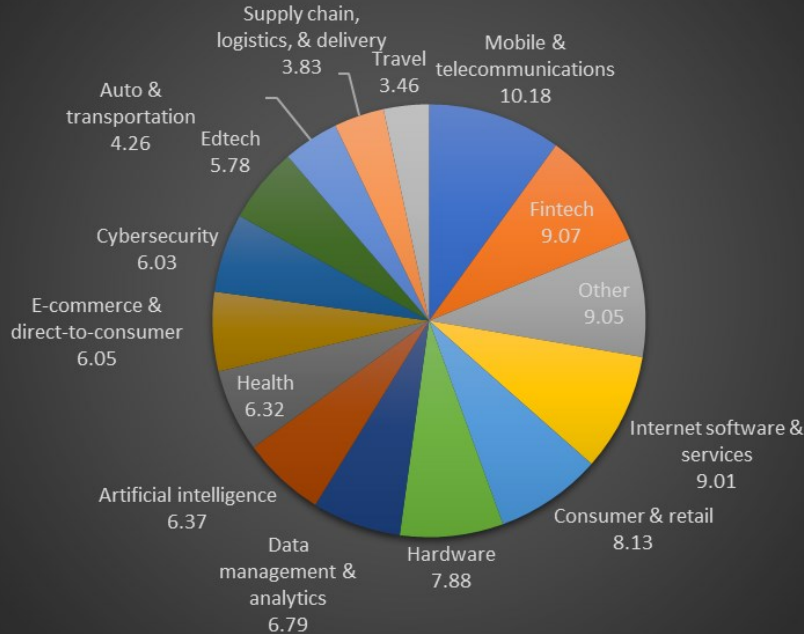
Industry-Wise Funding from 2016-2022



```
WITH YearlyFunding AS (
    SELECT YEAR(Date_Joined) AS FundingYear, Industry, SUM(Funding_Inbillion) AS TotalFunding
    FROM Unicorn
    GROUP BY FundingYear, Industry
),
RankedIndustries AS (
    SELECT FundingYear, Industry, TotalFunding,
        ROW_NUMBER() OVER (PARTITION BY FundingYear ORDER BY TotalFunding DESC) AS IndustryRank
    FROM YearlyFunding
    WHERE TotalFunding > (SELECT AVG(TotalFunding) FROM YearlyFunding WHERE Industry = YearlyFunding.Industry)
)
SELECT FundingYear, Industry, TotalFunding
FROM RankedIndustries
WHERE IndustryRank <= 3
ORDER BY FundingYear, IndustryRank;
```

- **Fintech** is the standout industry with continuously being in the top 3 from last 5 years. It has become a dominant force, likely driven by innovations in **digital payments**, **cryptocurrencies** **financial technologies** that gained momentum during the **pandemic**.
- **E-Commerce** and **internet software & services** and are attracting new investors as the **economy** and **consumer behaviour** shift towards **online purchasing** and **global workforce** move to remote work.

Industries with their Average ROI

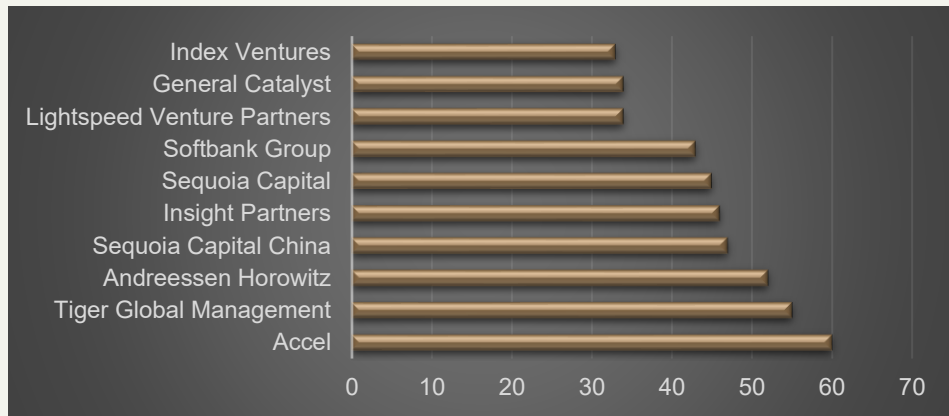


```
SELECT Industry, AVG(ROI) AS Avg_ROI
FROM Unicorn
GROUP BY Industry
ORDER BY Avg_ROI DESC;
```

- **Mobile & telecommunications** leads the chart with the largest slice, accounting for **10.18%** of total funding across sectors, highlighting its importance in the digital age.

- **Fintech** and **Internet software & services** also take substantial portions at **9.07%** and **9.01%**, respectively, showcasing the sustained demand for digital financial solutions and software-based platforms as critical industries.

Top 10 Investors

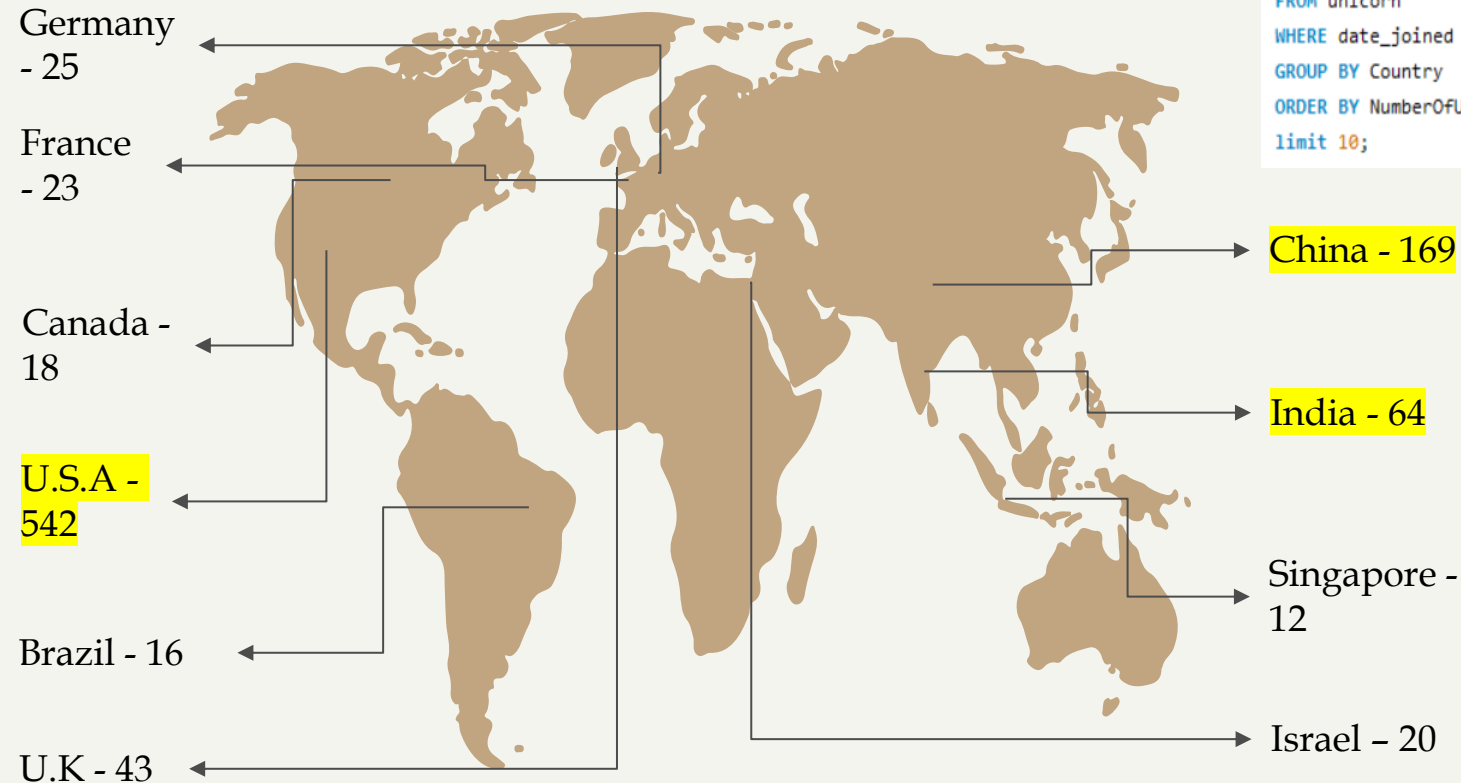


- **Accel** leads the chart with the highest investment count, making nearly 60 investments, showcasing its aggressive investment strategy and strong presence in the venture capital space.
- **Tiger Global Management** and **Andreessen Horowitz** closely follow, with around 50 and 45 investments respectively, reflecting their dominant roles in funding high-growth startups and unicorns.
- **Sequoia Capital**, when combining **Sequoia Capital** and **Sequoia Capital China**, emerges as a major player with over 60 investments, emphasizing its global influence and diversified investment portfolio across regions.

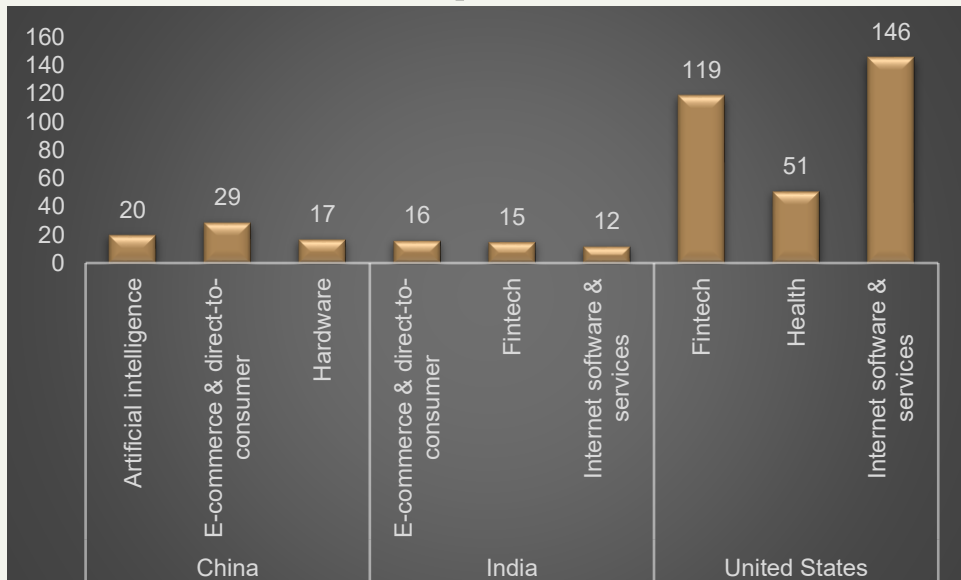
```
WITH InvestorSplit AS (  
    SELECT Company, TRIM(SUBSTRING_INDEX(Investors, ',', 1)) AS Investor  
    FROM Unicorn  
    WHERE LENGTH(SUBSTRING_INDEX(Investors, ',', 1)) > 0  
    UNION ALL  
    SELECT Company, TRIM(SUBSTRING_INDEX(SUBSTRING_INDEX(Investors, ',', 2), ',', -1)) AS Investor  
    FROM Unicorn  
    WHERE LENGTH(SUBSTRING_INDEX(Investors, ',', 2)) > LENGTH(SUBSTRING_INDEX(Investors, ',', 1))  
    UNION ALL  
    SELECT Company, TRIM(SUBSTRING_INDEX(SUBSTRING_INDEX(Investors, ',', 3), ',', -1)) AS Investor  
    FROM Unicorn  
    WHERE LENGTH(SUBSTRING_INDEX(Investors, ',', 3)) > LENGTH(SUBSTRING_INDEX(Investors, ',', 2))  
    UNION ALL  
    SELECT Company, TRIM(SUBSTRING_INDEX(SUBSTRING_INDEX(Investors, ',', 4), ',', -1)) AS Investor  
    FROM Unicorn  
    WHERE LENGTH(SUBSTRING_INDEX(Investors, ',', 4)) > LENGTH(SUBSTRING_INDEX(Investors, ',', 3))  
    UNION ALL  
    SELECT Company, TRIM(SUBSTRING_INDEX(SUBSTRING_INDEX(Investors, ',', 5), ',', -1)) AS Investor  
    FROM Unicorn  
    WHERE LENGTH(SUBSTRING_INDEX(Investors, ',', 5)) > LENGTH(SUBSTRING_INDEX(Investors, ',', 4))  
)  
SELECT Investor, COUNT(DISTINCT Company) AS InvestmentCount  
FROM InvestorSplit  
WHERE Investor IS NOT NULL AND Investor != ''  
GROUP BY Investor  
ORDER BY InvestmentCount DESC  
LIMIT 10;
```


Top 10 Countries and their Number of startups

```
SELECT Country, COUNT(*) AS NumberOfUnicorns
FROM unicorn
WHERE date_joined >= DATE_SUB(CURDATE(), INTERVAL 10 YEAR)
GROUP BY Country
ORDER BY NumberOfUnicorns DESC
limit 10;
```



Top 5 Industries in top 3 countries



```
WITH IndustryCount AS (  
    -- Step 1: Count the number of startups per industry in each of the top 3 countries  
    SELECT Country, Industry, COUNT(*) AS StartupCount  
    FROM Unicorn  
    WHERE Country IN ('United States', 'China', 'India') -- Filter for the top 3 countries  
    GROUP BY Country, Industry  
)  
  
TopIndustries AS (  
    -- Step 2: Rank industries within each country  
    SELECT Country, Industry, StartupCount,  
    ROW_NUMBER() OVER (PARTITION BY Country ORDER BY StartupCount DESC) AS IndustryRank  
    FROM IndustryCount  
)  
  
-- Step 3: Select the top 5 industries for each country  
SELECT Country, Industry, StartupCount  
FROM TopIndustries  
WHERE IndustryRank <= 5  
ORDER BY Country, StartupCount DESC;
```

- The **U.S.** dominates in "**Internet Software & Services**" (146 companies) and "**Fintech**" (119 companies), showing its technological leadership.
- **China** focuses more on "**E-commerce & direct-to-consumer**" (29 companies), while **India** has a **balanced** focus between "**E-commerce**" and "**Fintech**."

Reasons for startups in top 3 countries

United States:

- **Access to Capital:** Strong venture capital ecosystem, especially in tech hubs like Silicon Valley.
- **Culture of Innovation:** Encourages creativity, risk-taking, and technological disruption.
- **Skilled Talent Pool:** World-class universities and a highly skilled workforce.

China:

- **Government Support:** Active policies and initiatives to foster innovation.
- **Large Domestic Market:** Huge consumer base driving growth in e-commerce, AI, and mobile tech.
- **Rapid Tech Adoption:** Quick embrace of new technologies like AI, 5G, and mobile payments.

India:

- **Young, Tech-Savvy Population:** A large, youthful demographic keen on digital solutions.
- **Government Initiatives:** Programs like "Startup India" offering funding and policy support.
- **Digital Revolution:** Affordable internet and smartphones driving fintech and e-commerce growth.

05

CONCLUSION

Conclusion

- Based on the analysis, **Mobile & Telecommunications** stands out with the **highest ROI** despite low startup numbers and investment, making it a highly profitable but **niche** area. However, if you are looking for a **high-growth, well-funded industry** with substantial market opportunities, **Fintech, Internet Software & Services** and **E-commerce** are leading sectors, offering robust funding and broad consumer appeal.
- Given the **high funding potential**, strong investor interest, and increasing digital transformation trends, **Fintech** would be the ideal choice for starting a business. It has a vast market in countries like India and the U.S., driven by ongoing financial innovation, and is a relatively more established yet rapidly growing sector, making it a stable yet dynamic environment for startups.



Thank You!
